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EXTENSION  
SERVICE  
**review**

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EXTENSION CELEBRATES THE BICENTENNIAL

*The Extension Service Review is for Extension educators—in County, State, and USDA Extension agencies—to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.*

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# EXTENSION SERVICE review

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## Extension celebrates the Bicentennial

March 1975 marks the beginning of the biggest birthday party in American history—the Bicentennial of the founding of our country. Celebrations are emphasizing “Heritage ’76,” “Festival USA,” or “Horizons ’76.”

This issue of the *Review* highlights some of the ways Extension is helping to celebrate this historic event. Extension homemakers in West Virginia and Kansas are commemorating the heritage of their states. Minnesota is preparing a multimedia contribution to the Bicentennial.

South Dakota 4-H’ers through their Bicentennial Community Pride Program (BiCPP) are looking to future horizons. Wisconsin 4-H’ers are exploring the past through fairs and “heritage days.”

How do you take part in ’76? Help initiate events and programs which go directly to the people in your community. Get them involved. The Extension Service leaflet *Let’s Plan A Birthday Party* (PA-1099), sent to all states for distribution to the counties, may give you some ideas.

Any way you celebrate it—let’s have a meaningful ’76 birthday!—*Ovid Bay*





*Happiness for this youngster is watching a woodcarver at the Dane County "Lost Arts Fair."*

Wisconsin 4-H has discovered something new about the old.

For the past 2 years, many 4-H'ers have been taking a historical look at their families and communities through a new activity called "History and Heritage."

This project encourages youth and adults to work together in a search for a personal past that will make for a more meaningful celebration of the Bicentennial.

Matt Joseph, University of Wisconsin-Extension (UWEX) historian and coordinator of the "History and Heritage" program, feels that the history taught in the schools today is often too "depersonalized."

"It's hard to relate to a President," says Joseph, "much less to one who died 100 years ago. . ." But he believes young people can relate to their grandparents and to the history of their towns: that is, to their own personal histories.

To guide the "History and Heritage" activity, Joseph has written pamphlets on how to search out personal histories for the 4-H'ers and their leaders.

These guides are flexible enough to fit any local situation. They give instructions on interviewing, on scouring your attic and basement for artifacts of family history, on tracing your family tree or the history of your town, and on recognizing and saving local landmarks. Already, 4-H'ers from 31 counties have been caught up in this search for their pasts. The county programs that have evolved from the project are as varied and colorful as the face of an old patchwork quilt.

The uniqueness of Loganville, a Sauk County village which still reflects the 1880's, including raised board walks along the streets, in-

## Something new about the old

by  
Wayne Brabender  
Program Information Specialist  
University of Wisconsin-Extension



*Bryan Bigler, 19, mans the general store counter he's set up in a private museum on his father's Mount Horeb farm. His collection started as a 4-H activity several years ago, and now he's a leader in the Dane County "History and Heritage" program.*

spired a half-hour motion picture depicting a day in "Loganville 1907."

Helen O'Brien, UWEX drama specialist, directed the film. The Elder Ridge and Loganville 4-H Clubs were responsible for writing, planning, and acting in various segments, which include corn harvesting, a wedding, classroom and Arbor Day scenes.

The end product, says O'Brien, shows what youth and adults in a community can do to re-create the community's past through a cooperative effort.

In Adams and Lafayette counties, agitation by 4-H'ers helped establish local chapters of the Wisconsin State Historical Society.

4-H'ers in Lincoln County discovered that the city of Merrill was the site of the first trackless trolley in Wisconsin, and are working to establish it as the county's first official historical landmark. They also helped write a history for the county's 100th anniversary.

Spanish-American youth are studying and will be performing their cultural heritage through dance, music and puppetry in Sheboygan County.

With the aid of staff assistant Jeff Davis, youth on the Lac du Flambeau Indian Reservation have begun to interview the elderly to capture the Lac du Flambeau cultural heritage in a booklet. Grace Swenson, UWEX home economist in Menominee County, is helping 4-H'ers look at the lost arts of the Menominee Indians.

Eight counties have already held "Lost Arts Fairs," during which 4-H'ers and the general public saw the elderly demonstrate a variety of skills that were once necessary, but are now considered "lost"—weaving, spinning, noodle making, and butter churning. These fairs have attracted thousands of people in Sauk, Iowa, Brown, Columbia, Polk, Richland, Waupaca, and Dane Counties.

Coordinator Joseph emphasizes that the fairs aren't meant to be "an



end in themselves, but rather the start of a process of longterm communication between the young and the old."

Kewaunee County 4-H'ers, in cooperation with the county historical society, are taping recollections of senior citizens for a radio show. The tapes will be given to a local library.

For the 15th straight year, the Town and Country 4-H Club, Pierce County, continues to care for the Glass Valley Cemetery. In 1959 the club saved this tiny cemetery from strangling sumac roots and poison ivy.

Ms. Lubich, club leader, says "We feel it is our cemetery now. We always have it mowed and raked for Memorial Day and someone from the club is always on hand when the

American Legion comes out."

Interest in the Bicentennial has stirred Polk County 4-H'ers to investigate the role that their Danish ancestors played in the county's settlement. At "Cultural Heritage Day" during the 1974 Polk County Fair, a youth group performed Danish folk dances in authentic costumes. Others in Polk County have traced family trees, restored old furniture, visited historical sites, and participated in a "pen pal program" with youth living in Denmark.

As a natural followup to the "History and Heritage" project, the UWEX Youth Development Department has started a 4-H Bicentennial project designed specifically to help 4-H youth plan activities related to 1976.

But the developers of the Bicentennial project encourage 4-H'ers and their leaders to continue the 4-H history-related projects beyond 1976.

"History plays an important part in our daily lives," says Joseph. "It is alive. It is all around us. It is an ongoing drama that tells us where we came from and how we got where we are. It is the instrument that helps us locate ourselves in our community, in the world outside, and in our personal tradition.

"Personal history helps us to define a sense of identity," he adds. "And young people, in particular, need this sense of personal identity and involvement to equip them for their roles as citizens in today's world." □



*This is Memorial Day 1974 in Loganville, Wis., after Sauk County 4-H members researched how it was done at the turn of the century. The scene is included in a motion picture titled "Loganville 1970" which was written, planned, and acted by 4-H'ers.*



*Mason County homemakers hold a "cleanup" day to prepare for the opening of their restored schoolhouse.*

"A dream come true" is how the president of the Mason County, West Virginia Extension Homemakers' Council describes the group's Bicentennial project for restoring and furnishing a one-room school.

Edith Fox, who began her own teaching career in a one-room school, feels that the project is one of the best that the homemakers could have undertaken because such schools are now almost extinct.

"When you tell today's youngsters about teaching all subjects to all eight grades in one room, they look at you like you're crazy," said Ms. Fox in explaining why she and other residents are working to preserve an example of an earlier era.

As soon as the first planning for the Bicentennial began, Ms. Fox presented the schoolhouse idea to members of Extension Homemakers' clubs, who quickly jumped on the bandwagon.

"All 18 clubs decided to raise \$100 each toward the project," noted the

## Homemakers restore a reminder of the past

by  
Joyce Ann Bower  
*Extension Press Specialist*  
West Virginia University

president, adding, "I've never seen so much enthusiasm about one project."

Ms. Fox, a correspondent for the *Point Pleasant Register*, mentioned the idea in her newspaper column. A retired teacher, who donated \$50, responded with a letter to the editor in which he commented: "Nothing, in my opinion, could be more truly representative of an era of education in America." His letter helped initiate action on the project throughout the county.

"Almost immediately my phone started ringing with offers of desks, books, a potbellied stove, and other furnishings," notes Ms. Fox.

The three members of the Homemakers' Bicentennial Committee went to the county court for help with the project and came away with offers of financial aid.

After the committee decided on Mission Ridge School, which was then privately owned, the court bought it for \$600. Now, the court is planning to move the school, which is over a century old, from its present rural location to land in Krodel Park donated by the city of Point Pleasant.

Groundbreaking ceremonies have been held at the park, although the school will not be moved until late spring or summer.

One participant in the groundbreaking was Cora Roush, 79, who taught at Mission Ridge School in 1915-16. She is now a member of Extension homemakers.

Later, a Point Pleasant High School club buried a time capsule at the park, to be opened in 50 years. Materials contributed to the capsule by Extension homemakers were left to "the county agent in year 2024."

As moving day nears, the

homemakers' clubs are conducting fundraising projects to pay their \$100 pledges. They're also sponsoring "work days" for cleaning desks, collecting and sorting donated textbooks, and refurbishing the building.

In addition, the Mason clubs are helping other homemakers throughout the state in planning another event that will take place during the Bicentennial: hosting the national Extension homemakers' conference at West Virginia in August 1976.

Point Pleasant is an official Bicentennial city that is receiving much statewide attention. The local Bicentennial committee applied for funds to reconstruct a pre-Revolutionary War fort and to stage a historical drama about the Battle of Point Pleasant. This battle, between Virginia colonial troops and the Indians in Lord Dunmore's War, is commonly referred to as the first battle of the American Revolution.

The Point Pleasant committee received \$34,500 for building Fort Randolph in Krodel Park. "Rivers of Destiny," a historical drama, was presented in October 1974, the 200th anniversary of the battle.

The Homemakers' schoolhouse museum will stand near the fort for America's Bicentennial celebration and for the years ahead.

Vicki Keefer, home demonstration agent and advisor to the project, is proud that Ms. Fox and the Homemakers' Council initiated the idea, which became an integral part of the county's Bicentennial plans.

"What started as a personal dream of our Council president is now a reality that will serve as a reminder of an almost forgotten day in American education," commented the agent. □





*Nancy Pollack points out themes in county tapestry squares.*

Members of Kansas Extension Homemakers Units (EHU) have completed a colorful needlepoint project to illustrate the heritage of their state, just in time for America's Bicentennial.

Each of the 105 Kansas counties is represented with a needlepoint square made by the women of that county. The designs are original and appropriate for each county. The

## Tapestry depicts Kansas heritage

by  
Twila Crawford  
*Asst. Extension Editor  
Kansas State University*

only guideline given concerned size—a 12 by 12 inch finished area on a 14 by 14 inch canvas—in any desired needlepoint stitch.

Nancy Pollock, of Wichita, state EHU cultural arts chairperson, and Zoe Slinkman, Kansas State University Extension specialist in cultural arts, coordinated the project, which was designed to exhibit the cooperation and unity among Extension homemaker units.

"The needlepoint project is appropriate at this time because of the American Bicentennial celebration in 1976," Ms. Slinkman says.

Plans were announced at the Extension Homemakers Council meeting in April 1973, giving plenty

of lead time for the project.

The tapestry was first displayed in April 1974 at the Kansas Extension Homemakers Council workshop at Topeka. Ms. Slinkman put the tapestry together in panels, four squares wide and five long.

"We hope to have it displayed for the Bicentennial celebration," she said.

What comes across in the multicolor tapestry is that Kansas indeed is an agricultural state. Some counties emphasized irrigation, wheat, and cattle town days.

Others pointed up their aircraft and oil industries, salt mining, camping.

"It is a hope that this tapestry will remind all Kansans of our heritage," Ms. Slinkman says.

Slides have been taken of each entry and Ms. Slinkman is preparing a taped narration and printed script about each design. This information will be available through county Extension offices. □

## Minnesota milestones in multimedia

by  
David A. Zarkin  
*Extension Information Specialist  
University of Minnesota*

University of Minnesota Agricultural Extension Service state staffers are consolidating efforts for a multimedia presentation for the American Bicentennial.

The presentation, "Knotholes and Telescopes: Our Extension Heritage," presents the history and philosophy of Extension. It is aimed at highlighting the people, projects, programs, and milestone events that have contributed to the development of the Extension Service.

It incorporates color slides, film, recorded and live narrative, and live vignettes. Extension history is divided into four overlapping sections likened to seasons: Winter, 1600 to 1914; Spring, 1914 to 1933; Summer,

1933 to 1950; and Fall, 1950 to the present.

State Extension staffers are working on basic materials that local offices can adapt for their own use during the Bicentennial.

A packet will include:

- A script for live narration.
- Scripts for vignettes.
- Appendices of tape-recorded material and a bibliography of references.
- A production guide.
- Cassette tape recordings of narration and music. □



*Rehearsing a vignette for Minnesota's "Knotholes and Telescopes" are, from left, Dan Olson, Lianne Anderson, Karen Annexstad, and Warren Gore.*



## Community pride beautifies for bicentennial

LeAnn Birch  
*Extension Information Specialist  
South Dakota State University*

Maybe 4-H'ers can't get the whole Nation ready for the Bicentennial in 1976. But get more than 30,000 youngsters on the team in one state, and name it the 4-H Bicentennial Community Pride Program (BiCPP), watch out! Things begin to happen.

That's the way it is in South Dakota. Over the past 2 years, the state's 4-H'ers have labored in both big and small ways to create communities they can be proud to live in. They've accomplished quite a lot, and in time for America's birthday.

What have they been doing? Think of any community-pride oriented group project and it has probably been undertaken by at least one of South Dakota's 1,422 clubs.

Many projects were inspired by South Dakota's heritage—for example, the Indian Council Stone. Working with the local and state historical societies and the state highway department, Spink County 4-H Clubs banded together to resurrect the stone, a veritable artifact.

The site where the stone lies was chosen by prehistoric Mound Dwellers. Later, the Sioux Indians used it as a meeting place. The smooth, black, ovate stone, about 6 inches in diameter and 11 inches high, was placed in the center of the council chamber, a 15-foot circle. The council stone held great religious significance. The Indians considered it a sanctuary from wars and strife. They believed it to be the dwelling

*This rusted gate marks the entry to one of South Dakota's pioneer cemeteries that have been forgotten over the years. 4-H'ers worked to clean and restore the grounds.*





*BiCPP Buttons— 4-H'ers designed buttons to generate enthusiasm and publicize the BiCPP program. Four designs were made up for distribution.*



*4-H'ers organized and enlisted the aid of other groups in the community for car-crushing programs.*

place of the Supreme God, Wakan-tonka.

Besides rebuilding the site near Redfield, S. D., 4-H'ers plan to set up road signs along nearby highways to direct tourists to the historic place. A legend depicting the historical significance of the stone was set in place.

With a population density of fewer than nine persons per square mile, it isn't always easy to find specific farms and ranches in South Dakota. Quite a few 4-H Clubs constructed and installed road signs to direct travelers to farm homes.

The Lakota Homes Special 4-H Interest Groups in Rapid City made up an order list of trees and bushes and canvassed door-to-door at the Lakota Home Development Site. The 250 houses belong mostly to American Indians, and the landscaping in the area was minimal. 4-H'ers gave each home a leaflet on *How to Plant Trees* and offered to help with the task. They sold more than 500 trees and shrubs.

Keeping in tune with the Bicentennial theme, the Pleasant Valley and Pleasant Belles Clubs rejuvenated the "Old Settler's Picnic" grounds. The 4-H'ers tore down the dilapidated lunch stand and brought in a remodelled chicken house to replace it. With the addition of two repainted outdoor privies taken from an abandoned country schoolhouse and some brightly painted "Pitch In" trash barrels, the grounds were once again ready for the "Old Settler's Picnic."

Much of South Dakota's colorful heritage and tales of historical events may still be heard from the mouths of "old timers." 4-H'ers in some communities are recording these tales of days gone by before they pass into oblivion. Some clubs have also helped stock museums with relics of the old days.

Grass in the Pleasant Hill Cemetary near Wessington Springs was as high as the broken, leaning headstones. A 4-H club filled the holes, hired someone to straighten



the stones, made a sign for the gateway and placed wooden crosses on the unmarked graves.

Community buildings and facilities, such as fairgrounds, parks, township halls, and rodeo grounds were another target for the enthusiastic youngsters. A general cleanup of the site was usually followed by a new coat of paint for the buildings, picnic tables and trash barrels. Flowers also began to bloom in these areas and young trees dot the landscape, thanks to the efforts of 4-H'ers.

Nature trails and trails to historic sites and landmarks are another way 4-H'ers have improved their communities to prepare for the Bicentennial.

Members across South Dakota staged a statewide BiCPP button design contest. Four winning designs were made up for distribution. 4-H'ers sold the pins at the state fair to publicize and raise money for their program.

Another public-awareness tactic used was the distribution of "Pitch-In" litter bags and information. Clubs handed them out in their communities, at the state fair, and at meetings and conventions.

South Dakota 4-H'ers have picked up litter from hundreds of miles of roadways and ditches; collected tons of paper, aluminum, and glass for recycling; hauled away truckloads of trash that marred the countryside; and organized carcushing programs across the state. A number of clubs have vowed to have an American flag flying at every home in their community by 1976.

The program's enthusiasm has been contagious. Of the state's 67 counties, about two-thirds have instigated community improvement programs in their communities, says Ella Ollenburg, state 4-H agent in charge of BiCPP activities.

Their work hasn't gone unnoticed. The program has been approved by the South Dakota Bicentennial Commission, endorsed by the executive



*A young 4-H'er "pitches in" to do his part in community paper drive.*

board of the State 4-H leaders' association and partially financed by a national association. The state 4-H members association has also pledged support.

The South Dakota BiCPP program was nationally recognized by the U.S. Department of the Interior, winning a Johnny Horizon

Award for community cleanup campaigns.

"South Dakota, home of Mount Rushmore, the Black Hills, Wounded Knee, the Badlands and other landmarks, intends to be ready for the national observance of the Bicentennial year," comments Ms. Ollenburg. "And it *will* be if 4-H has anything to do with it." □

# Pest management—the role of Extension

by

Ovid Bay

*Director of Information*

*Extension Service, USDA*

As long as man has engaged in agriculture, he has had to control pests to protect himself, his crops, his livestock and those aspects of his environment considered essential to his welfare. Man has moved from picking the insects off his plants, to pest reducing crop rotations, to Bordeaux mixture and arsenic compounds (our first chemical compounds), to the evolution of synthetic chemical pesticides—our most powerful pest control tools.

We went all the way with chemical control of pests—including insects, diseases, nematodes and weeds—but we tended to quit using proven nonchemical control methods. Chemicals were quicker with less risk. However, pests have now developed resistance to many of our most powerful pesticides, and there is growing concern and evidence that some pesticides can cause environmental damage.

So, in the 1970's we have seen the development of the concept of integrated pest control by multiagency effort and planning of the U.S. Department of Agriculture (USDA) with the Environmental Protection Agency (EPA). The Extension Service has provided leadership in training, introducing and implementing the new pest management program with farmers, to prevent adverse environmental effects of pesticides while assuring effective and economical pest control.

The current accelerated program was initiated in 1972 with \$2.2 million allocated by the Secretary of Agriculture for a pest management program for cotton in 16 cotton states. In 1973 and 1974 the program

was expanded to 39 projects in 29 states on 15 major crops.

At the present time the pilot projects deal with the following crops and pests: 14 with cotton insects; 6 with insects and weeds in corn; 4 with insects and weeds in grain sorghum; 2 with insects in alfalfa; 2 with insects, diseases, nematodes, and weeds in peanuts; 6 with insects and diseases of fruit; 4 with insects on vegetables and potatoes; and 1 with insects, weeds, diseases and nematodes and sucker control on tobacco.

In cotton states, growers are rapidly assuming leadership for the pest management program with grower contributions to support scouting (pest population monitoring) increasing from \$458,000 in 1972 to \$822,000 in 1973, and to \$1.2 million in 1974. In 1975, cotton growers will pay most of the cost of monitoring cotton insects; grower support is increasing on other commodities.

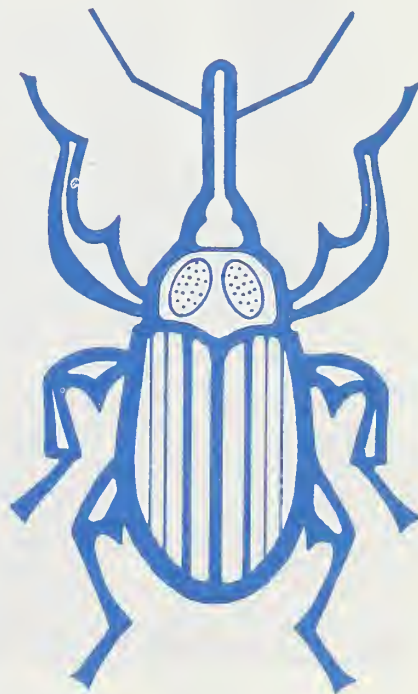
In some states, private consultants are working with state Extension staffs in carrying out pest management programs. Dr. J. M. Good, director of ES-USDA pest management programs, suggests that the following points are important in developing these programs:

1. Extension must not compete with the private sector.
2. Extension cannot provide specialized services to select individuals or groups.
3. Extension must provide alternative choices so that growers have sufficient knowledge to make enlightened decisions.

4. Extension must reach low-income and minority farmers.

Good also suggests that Extension has the leadership role in providing the following educational support for pest management programs:

- Provide necessary publicity, publications, and other information to promote all types of pest management programs.
- Develop quality training programs for scouts, growers, county agents, and private and commercial consultants—and others interested in this type of specialized training.
- Provide growers with adequate information to make their own decisions regarding pest management programs for their crops.
- Organize growers for cooperative community and areawide programs, and provide necessary coordination for multiagency pest management programs.
- Assist growers in adjusting to regulations of state departments of agriculture, APHIS, EPA, OSHA, and other agencies. □





# Crafts for profit in Potter County

by  
Nelson H. Gotwalt  
*Extension Press Editor*  
*The Pennsylvania State University*

Can crafts be profitable? "Yes," says Edith Reisler, Potter County, Pennsylvania, Extension home economist. Craft sales from the Pennsylvania Lumber Museum Association gift shop at the James Berger Lumber Museum grossed \$10,800 in just 1 year.

This success is the culmination of a developing crafts program in Potter County started in 1965. That year, Ms. Reisler met with two school teachers to discuss developing a salable crafts program to employ residents in a local industry giving them an opportunity to gain new skills. This was part of a large-scale program to promote industry, tourism, and recreation in Potter County and provide a sales outlet for locally made products.

Ms. Reisler, who spearheaded the ambitious project says, "The Potter County crafts group grew by leaps and bounds during 1965-1972. About \$2,500 was realized by the crafts workers from the sale of handcrafted items during that period."

In July 1972, a major breakthrough occurred when the Pennsylvania Lumber Museum opened its

doors to the public. A representative of the museum asked Ms. Reisler if the crafts group would be interested in starting a gift shop within the facility. She presented the proposal to the group, and they decided to initiate plans for the shop. They wrote a constitution and bylaws, elected officers and directors, and incorporated their nonprofit organization.

Ms. Reisler lauds the crafts workers, who built counters for the shop and other retailing needs. With the aid of other Extension specialists she called on to assist, crafts were consigned, screened and inventoried, and bookkeeping procedures were worked out.

Items offered for sale included wooden carvings and games, leatherwork, original candles, and jewelry. Crafts workers also demonstrated their skills by showing others the "do's and don'ts" of making the various items. The gift shop is run from July to October by volunteers, except for the manager who receives a percentage of the total sales.

"Yes, crafts can be a profitable



business for many people," Ms. Reisler says. "But it takes hard work and cooperation on the part of those involved."

Success with crafts has also opened an avenue of opportunity for sheep producers in Potter County.

The Pennsylvania Lumber Museum Associates (PALMA) has selected the spinning, dyeing and weaving of wool for their next craft workshop because of the importance of sheep and wool production in the county. Six women are being trained in this craft and Extension agricultural agents are working with the Potter County sheep and wool producers to supply wool for spinning.

To further promote crafts in the area, PALMA planned a crafts festival in July 1974. Twenty-six Potter County crafts workers from a 75-mile radius participated in the 2-day show exhibiting pottery, wood carving, candlemaking, quilting, lace making, leather tooling, and spinning. More than 4,000 people visited the festival and its success promises to make it an annual event.□



*Jane Crossley, a Potter County craft leader, shows a young visitor spinning techniques at the craft festival.*



*Marguerite Davis, Extension specialist in clothing, explains saving money through clothing construction.*



*Mall visitors could have blood sampled for diabetes.*

## Extension exposition goes to the people

by  
Duane B. Rosenkrans, Jr.  
Associate Extension Editor  
Mississippi State University

Using innovative methods to reach large, new audiences with Extension home economics is fine. It's even better when we can help those audiences do something about the problem that troubles them the most.

The big problem now is how

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*Mattie Elam, assistant Extension home economist of Sunflower County, tells how to get good nutrition for less money.*

inflation and high prices affect living. Three county home economists and their district program leader agreed on this as they planned a special 1-day educational program to be held in a shopping mall at Greenville in the heart of the Delta section of Mississippi. Their planning resulted several months later in a multicounty home economics exposition.

The exposition, emphasizing "Stretching the Food Dollar," was held on a Friday from 11 a.m. to 7 p.m. During those hours, 2,859 direct-teaching contacts were made. That many people signed a roster at one or more of the eight booths, were instructed individually or in small groups, and were given leaflets or information sheets. People registered from 10 Mississippi counties. There were also a healthy number from Arkansas and a few from Louisiana.

Each of seven booths run by county and state Extension home economists was the scene of repeated minidemonstrations. Subjects included using electricity and gas, buying food, making or renovating clothing, home management, and

choosing safe equipment and toys for children.

In the eighth area, a team from the state department of health provided free testing for blood pressure, diabetes, and glaucoma. This medical service was arranged through the health education specialist, who is a joint employee of Extension and the state department of health.

Besides the booths, an early afternoon assembly was scheduled at which specialists discussed saving on utilities and managing resources.

All the information was highly practical. To save electricity and gas, people were advised about insulation, weatherstripping, caulking, closing draperies at night, and keeping hot water faucets from leaking. They learned that convenience foods are handy but often expensive, to compare the prices of store brands and popular brands, and to investigate buying in quantity. Volunteers from Extension home-makers clubs assisted with registration and as hostesses. With help from the state Extension information

department, 5,000 leaflets and letters promoting the exposition were printed and distributed.

The only area television station cooperated with a 30-minute program previewing the event. The daily newspaper at Greenville assigned a staff writer and photographer to do advance and followup stories and pictures. Local weeklies and radio stations made good use of advance releases from the home economists.

A key contact was the manager of the mall, who was sincerely convinced of the value of informal as well as formal education. He scheduled the event and helped with arrangements. In addition, he promoted the home economics exposition with a full-page newspaper ad cooperatively sponsored by several mall merchants. Some merchants put signs in their windows urging the public to visit the exposition. "This home economics exposition was not a passive program," Ms. Cleveland pointed out. Seeing Extension in action this way attracted many people to subjects a meeting never would have."□



# Preplanning for plants helps developers

by  
Carl H. Klotz  
*Senior County Agent  
Morris County, N.J.*

Many novices in the husbandry of plants and soil have moved into new housing developments. Most are unaware of the complexity of homeownership and the garden—including all the vegetation growing within the property lines—that awaits them.

Many problems could be solved, or at least minimized, by proper planning, design, construction, and preparation by the contractor and/or developer.

These problems include grading for proper runoff of water; soil modification such as adding fertilizer, lime, organic matter and removal of stones; protection of existing trees; and the selection and planting of suitable plants and seed.

It's difficult to get the names of all the developers operating in a county since many come from outside the area and are there only as long as the project they are working on continues.

All too often these people try to sell houses and lots, with little regard for homes and gardens.

Often after the new owners take possession of their dream houses, they contact the Cooperative Extension Service, seeking a sympathetic ear for their many complaints and problems.



*Klotz uses soil survey maps to write recommendations on landscaping for housing developers.*

They have read our news stories, heard us on radio, seen us on television, or have been referred by an "experienced" homeowner with similar problems. In many cases it is too late or would be too expensive to correct the problem.

Now suddenly, after many tries, a new avenue has been opened by which we can reach the developer. This came through the New Jersey County and Regional Planning Enabling Act, revised in 1968, which calls for procedures and engineering and planning standards to be adopted by resolution of the board of freeholders. This led us in Cooperative Extension to consult with the county planning board staff, which was commissioned to write these procedures and standards.

I was appointed to a special committee to set the criteria and wording of the "Development Standard." From this position, CES was able to incorporate several items not specifically called for, including the need for shade trees along county roads. Our recommendations were used with the administration of this standard given to the county forester.

Another item concerned soil erosion and sediment pollution control requirements. The soil conservation district was given the responsibility to review and approve these regulations using technical people from the Soil Conservation Service, USDA.

At this time the committee agreed that any further diversion from the charge spelled out in the "Planning Enabling Act" might jeopardize the whole project. They included Extension's most desired addition in the "Development Standards" in such a way that the county agricultural agent received all plans and made his recommendations through the soil conservation district.

Although Extension Service was removed one more step, certain administrative and recordkeeping procedures were simplified.

The addition of two paragraphs in

the standards accomplished two objectives: One concerned the moving and replacement of "topsoil" in the development. The other required that the development "shall be graded, modified (improved for planting and drainage), planted or seeded with vegetative cover (turf, ground cover, trees or others) according to a plan approved or made by the district or planning board."

The plan of the development is compared with soil and topographical maps and aerial photos to determine the needs for each piece of land. Personal knowledge of the county land areas and soils is also helpful.

Other information provided with the approved plan helps the

developer select the proper plants and procedures. Is this system working? Yes. Several developers have called CES for clarification of the procedure. One requested bulletins and leaflets to distribute to his buyers to show that he was following Extension's recommendations and that "after care" for plantings would be needed. Many new owners call Extension about the builder's recommendations.

The progress is still slow, but at least it is now moving. More than 1,000 reviews have been processed since 1972 with recommendations forwarded to developers by Cooperative Extension.

More than 1,000 developers and contractors now know Extension by more than its name. □



*Klotz checks on a plan to preserve trees at a building project.*

# Teaching kit has few “bugs”

by  
William H. Robinson  
*Extension Specialist, Entomology  
Virginia Polytechnic Institute and  
State University*



*Robinson looks over a box of infested wood samples, part of his teaching-learning kit.*



three counties coming together for one session.

After they have been trained, the technicians can borrow and use the very same kit to help their low-income families learn about wood-infesting insects. This helps them become more confident when teaching homeowners, and achieve greater understanding of the material. The technicians and the people they assist both benefit from using these teaching-learning kits.

The materials included in the kit on wood-infesting insects are:

—A table-top display board (20" by 32"). This three-hinged panel board displays figures of the life cycle, adult and immature stages, and characteristic damage of wood-infesting insects. It is lightweight (8 lbs.) and easy to mail.

— A collection of about 20 pieces of insect-damaged wood. Each piece is small (about 5" by 7") and labeled as to the damage represented. There are several pieces each of termite, carpenter ant, old house borer, and powder-post beetle damage.

— A set of 40 color slides depicting aspects of the life cycle, feeding habits, and damage of wood-infesting insects. A short script accompanies the set of slides.

— A training manual for each

technician receiving the training. The manual includes questions and answers, descriptions, figures, and technical data.

Also available are a set of color transparencies for an overhead projector, a table-top screen showing color slides, and several publications dealing with wood-infesting insects. All these parts are easily boxed and mailed.

In addition to training Extension personnel and low-income families, these kits can be used in other ways. The panel board, slides, and wood samples can be combined to make a display for a store window, Extension office, or an exhibit at a meeting at a community fair. The material can be nearly self explanatory, especially when combined with the appropriate Extension publications.

Low- and moderate-income families are sometimes not reached through the standard Extension programs or publications. Virginia Extension technicians working with the Expanded Food and Nutrition Program have provided low-income families with information and help with kitchen insect pests for quite some time. Now, the housing technicians have the training needed to help these same families deal with structural pest problems. □

Wood-infesting insects pose a real problem to homeowners, both low and moderate-income. Teaching-learning kits recently developed for Virginia's Extension housing technicians (program aides) are providing families with information on how to deal with these structural pests.

I prepared the kits to help technicians learn about and teach about some of the most common insects in the home—termites, wood-boring beetles, and carpenter ants. A variety of visual and written material was combined to train technicians in recognizing insect-infested wood, and in recommending appropriate control measures. They can then make this information available to homeowners, who are planning to buy, build, repair, or remodel their homes.

The kits are designed to be used by both the teacher and the taught. They are first used in teaching the housing technicians the fundamentals of the biology, characteristic damage, and control of structural wood pests. The training for the technicians involves a 3-hour session, using color slides, samples of wood, a training manual, and other materials. These training sessions are conducted at the county level, with technicians from two or

# “Money didn’t build it . . .”

by  
Jack Drummond  
*Associate Editor*  
*Cooperative Extension Service*  
*Oklahoma State University*

McClain County, Oklahoma, has a new addition at the fairgrounds. And although some \$30,000 was involved, money didn't build it. People did.

It all started with the people of the county deciding what they needed. The need for the new addition had existed for some time, but little could be done until the folks got together and agreed that something should be done.

This happened with the formation of the McClain County Development Council from a group of county leaders.

Through a selection process and personal interviews, names of 205 potential council members were gathered. Those receiving four votes or more, were named to the council of 23 members.

One of the first actions of the council was to set up a list of priorities—community-, county- and area-wide. Top priority was additional housing for livestock at the county fairgrounds in Purcell.

“Our spring shows and county fair had grown to where we just didn't have space for all the livestock,” said county Extension director Charles Phelps. “We've had a big increase in population from people moving from the Oklahoma City area, especially around Newcastle and Blanchard. Their kids have joined 4-H or FFA and we'd simply outgrown our facilities.

The new addition is actually two buildings, attached to the existing show arena. One is a 70 by 70 foot structure used for housing cattle; the other, 70 by 40 feet for hogs and sheep. The existing building was 56 by 170 feet with a 40 by 60 show ring.

The plans were made by a committee composed of fair board members, Phelps, vo-ag teachers, and county commissioners. The planning committee received an okay from the fair board, providing the project could be financed.

“So we formed a finance committee and got some bids on the additions,” Phelps said. “We came up with a figure of between \$25,000 and \$30,000 and started figuring on how to raise the money.”

The finance committee first considered a one-mill tax levy for 1 year to raise the \$25,000. But, about this time, the Federal revenue sharing program was announced.

McClain County's three commissioners, the county clerk, two members of the fair board, nine members of the county development council and Phelps attended a program at Duncan where the Federal program was explained by specialists from Oklahoma State University and other agencies.

“That revenue sharing money looked like a bird nest on ground to

the finance committee and the county commissioners,” Phelps said.

The finance committee next made a formal request from the county commissioners for \$30,000 of the county's \$80,000 in revenue sharing money. The commissioners agreed to provide the financing the first part of January.

“We had a goal set to have the building ready for the stock show the middle of March,” Phelps said. “We had to advertise for bids for 3 weeks, so we didn't have much time.”

After the contract was awarded to a company in Wayne, earth work for the construction was done by the county and, despite the bad weather, construction was completed a week before the show date.

A public relations committee kept people informed. They served a dinner, inviting speakers to explain the project.

When it came time to put the pens and tie racks in the new additions, a local rancher, Jack Luttrell, arranged for enough drill stem pipe to build the pens. He was assisted by a Purcell welder, Dutch Holsonbake. County workers leveled the floor and put in tie stalls.

“Through donations and by doing a lot of the work ourselves, the building was completed,” Phelps said.

“We didn't hear anything but



compliments during the stock show," he said. "The county commissioners are happy they spent their first revenue sharing money on something that's brick and stone, something that's going to stay with us, and something we can use for a long time."

"For the first time, McClain County has facilities good enough to hold dairy, beef or swine breed shows. The many, many people who contributed to the new livestock building have a right to be proud of themselves for setting priorities and developing a program with such positive results."□



*4-H'er grooms her lamb before competing in the county fair.*



*Beef cattle and dairy area in the new building.*

## "Retirement readiness" deals with realities

by  
Jack Owen  
*Acting Agricultural Editor  
Extension Service  
University of Maryland*

and  
Margaret Mearns  
*Extension Supervisor  
Home Economics*



*Margaret Mearns is pleased with the progress of the retirement readiness seminar.*

Maryland Extension has had an induction training program for many years, but there was no planned activity for staff members nearing retirement. After several years of dreaming about it, and one year of planning for it, a retirement readiness seminar was held for Maryland Extension staff members in April 1974.

A former home management specialist had hoped to initiate some training for faculty prior to her retirement, but she had gone and there was still no training. Finally, the supervisory staff made a formal request through the state staff development advisory committee, and Margaret M. Mearns, Extension supervisor,

home economics, accepted the job of bringing the dream to reality.

Ms. Mearns formed a committee of representatives from all phases of the professional staff—administration, supervision, specialists, and field faculty in all program areas.

The committee considered possible agenda items such as housing, health, attitudes, finances, legal concerns, travel, family decisions, community opportunities, use of time, and second careers.

To develop a program which would reflect the interests and needs of the audience, the committee re-

quested a list of eligible staff members from the business office. This first seminar was limited to staff members, who, either because of age or service, were within 5 years of retirement. These members were polled as to their interest in attending a program, as well as to their specific topic interests. Four major points emerged—legal concerns, finances, use of time (travel and employment), and hospitalization.

The final audience included 21 full-time participants (7 had their spouses with them at least part of the time) plus 2 retired persons. The 2-day meeting was held at the National 4-H Center, where a meeting room, lodging, and meal services are available. This location created an atmosphere of informality and friendliness.

The meeting room was set up in a square pattern so that everyone could see and talk with the speakers. Exhibit tables set against the walls allowed for informal browsing during breaks. Except for dinner, meals and coffee were served at the Center cafeteria—in the same building as the meeting room. For dinner, the group used the executive dining room of the 4-H Center.

Resources for the seminar included representatives from government, business, the University of Maryland, and community services. Topics ranged from federal-state retirement, through social security, insurance, hospitalizations, counseling, and employment services. In ad-



dition, the manager of the agricultural business office, University of Maryland, prepared personnel files on each staff member present, and private conferences were arranged for any who wished to discuss specific financial details.

The first speaker—from the University of Maryland Human Development Department brought the seminar into focus, with the topic "Retirement Realities." He asked group members to "conceptualize and verbalize" what they expect to do on the first day of retirement—and then 10 years from that date. There was a wave of uncertainty, evidenced by giggly or soft laughter as an immediate reaction. This was probably the first time some of the participants had ever faced up to the fact of possible retirement.

Following an open discussion of the group's aims and goals, there was a clearer acceptance of the objective of the seminar: "Potential retirees will prepare for separation from Maryland Cooperative Extension Service (MCES) with understanding of financial, social, and attitudinal expectations."

MCES staff members are federal employees, (under the Department of Agriculture), as well as University of Maryland faculty members, and thus state employees. Annuity benefits from both federal and state retirement systems were of interest to all, whether or not their total employment history was under both retire-

ment systems in Maryland. Also, transfer credits from positions in other states have an effect on retirement decisions.

Age and health are variables to be considered in addition to the financial aspects. Interestingly, many people consider all tangible aspects and decide in favor of staying on the job.

No pressure or guarantee was expressed or implied for a decision to retire—only that when that decision is made—that it will be based on each individual's consideration of facts and figures.

In the evaluations at the end of the seminar, participants made the following comments:

"It got me started thinking about employment after retirement."

"I feel much better about retirement—both financially and otherwise."

"I have attained a new and better outlook on retirement."

"I have a better understanding of my situation."

"I have an understanding of my personal benefits."

In some cases, the seminar helped to confirm plans to retire soon; in others, it confirmed plans to stay on the job. In any event, there was a feeling of satisfaction about the decision-making process and a conviction that advance planning for retirement makes for a smooth transition.

One sign of the seminar's success was an unforeseen request for information. Although all potential retirees had been notified of the

seminar, only one in three actually attended. (Perhaps some did not wish to be identified with the retirement concept.) However, at the conclusion of the sessions, many staff members voiced their interest in future seminars.

Though the objective of the seminar was to help make decisions concerning retirement, the committee came to realize that most of the information should be imparted right from the start of employment. Financial and legal questions are a concern throughout one's career.

Post-retirement activities frequently are determined by hobby interests and community involvement during earlier working years. Whether one retires to a second career in a paid or volunteer capacity, the groundwork can frequently be laid well in advance of the retirement date.

During program evaluation, committee members and participants recommended that future seminars should become standard personnel practice in the MCES. Because of the long-range effects of retirement, the committee suggested that seminars be held biannually—and that the potential audience continue to be staff members within 5 years of retirement.

The committee further recommended that Extension offer the seminar to other faculty members of the Life Sciences and Agriculture Division, and perhaps to the total University of Maryland staff. □



## people and programs in review

### **Shopper's Guide—1975 USDA yearbook**

How to buy the right product at the best price is the theme of this latest USDA Yearbook. Divided into six sections—foods, materials, equipment, gardening, service and recreation—the *Shopper's Guide* features 24 articles by Extension workers. It can be purchased for \$5.70 from any GPO bookstore or by sending a check to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

### **4-H receives health grant**

A nationwide, community-based health education program for 4-H youth will begin in early 1975 through an \$80,750 grant by the Robert Wood Johnson Foundation to the Extension Service and the National 4-H Foundation. The 1-year grant provides for a survey of present 4-H health education programs, and preparation of a long-range plan.

### **Mailgram overnite news special to states**

The Mailgram, a twice weekly news service to state editors provided by the Office of Communication, USDA, will summarize USDA news on an overnight wire for next-day delivery. Many states are using these summaries in radio scripts, as tip sheets, or in reports to administrators.

### **Wheat marketing hotlines**

Hotlines giving producers the latest wheat marketing situation by telephone have been set up in Montana, Nebraska, Texas, North Dakota, and a regional office covering Idaho, Oregon and Washington. This is a result of development of the system in Montana with leadership by ES-USDA and Cooperative Extension Service in Montana, with the wheat industry.

### **How to save \$150,000**

The Pacific Northwest (PNW) Extension publications group celebrated their 25th anniversary with the 150th booklet printed for the three-state (Washington, Oregon, Idaho) area. PNW has printed more than 5 million copies of publications, with a total savings of \$150,000 over one-state printing.

### **How Parke County did it . . .**

This is a people story about Indiana's "covered bridge county" and how the community worked together for its development over two decades. Three publications about the project are available from R.L. Reeder, AGAD, Purdue University, Lafayette, Ind. 47907. A companion 30-minute, 16 mm. sound-color film is available on a loan basis from Reeder or Don Nelson, ES-USDA, 6414-S, Washington, D.C. 20250.

### **North Carolina special summer school**

This annual 3-week school for Extension and other adult educators is scheduled for June 9-27 at the North Carolina State University. Courses will be offered in swine management, weed science, economics, non-traditional approaches in higher education, evaluation, contemporary adult education innovations, management and supervision, teaching disadvantaged adults, and parent education. Printed brochures with application forms are available from W.L. Gragg, PO Box 5504, Raleigh, N.C. (919-737-2829).

### **ES signs agreement with NOAA**

In a recent agreement with the National Oceanic and Atmospheric Administration (NOAA), ES will coordinate educational efforts with the marine community. CES now conducts Sea Grant programs in 14 states, with close cooperation in 11 others. ES has similar agreements with the Environmental Protection Agency (EPA), Farmers Home Administration (FmHA) and several other agencies.

### **Focus II report out**

Focus II is the title of the updated "Focus" report recently made available by the ECOP Subcommittee on Home Economics. It is intended to assist states with program development and implementation, show how Extension Home Economics can help with some of the major concerns about quality of life in America, and identify the populations in greatest need. More information on Focus II may be obtained from state Extension home economics leaders.